

ABSTRACT OF THE DISCLOSURE

- A local entity without its own means of voice communication is provided with the
- 5 semblance of having a voice interaction capability. This is done by providing a beacon device at or near the entity, the beacon device transmitting, over a short-range communication link, contact data identifying a voice service associated with, but hosted separately from, the entity. The transmitted contact data is picked up by equipment carried by a nearby person and used to contact the voice service over a wireless network. The
- 10 person then interacts with the voice service, the latter acting as a voice proxy for the local entity. The contact data can be presented to the user in other ways, for example, by being inscribed on the local entity for scanning or user input into the equipment.